

# ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
**Order / Rev:** 705926  
**Alt Order #:** 6272682  
**Product Desc:** NELSON FOR SENATE  
**Estimate:** 543  
**Flight Dates:** 08/15/12 - 08/21/12  
**Original Date / Rev:** 08/10/12 / 08/10/12  
**Order Type:** Political

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

WTLV-TV

**Agency Name:** Abar Hutton Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Nelson, B/ D / US Senate  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	10	\$2,830.00	\$2,405.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	10	\$2,830.00	\$2,405.50	0.00
<b>Totals</b>	<b>10</b>	<b>\$2,830.00</b>	<b>\$2,405.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	16%	\$2,830.00
Market	100%	\$17,687.50

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	8%	\$1,415.00
WCWJ	0%	\$0.00
WJXT	32%	\$5,660.00
WJXX	6%	\$1,061.25
WTEV	38%	\$6,721.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/16/12	08/16/12	Today Show II M-F 9-10am	CM	9a-10a	---T---	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T---			1			\$300.00		0.00			
E 2	WTLV	08/20/12	08/20/12	Today Show II M-F 9-10am	CM	9a-10a	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----			1			\$300.00		0.00			
E 3	WTLV	08/15/12	08/15/12	M-F 11a-12p M-F 11a-12p	CM	M-F 11a-12p	--W----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--W----			1			\$80.00		0.00			

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Estimate: 543

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	08/21/12	08/21/12	M-F 11a-12p M-F 11a-12p	CM	M-F 11a-12p -T-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	-T-----		1		\$80.00			0.00			
E 5	WTLV	08/17/12	08/17/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p ----F--	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	----F--		1		\$110.00			0.00			
E 6	WTLV	08/20/12	08/20/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p M-----	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1		\$110.00			0.00			
E 7	WTLV	08/20/12	08/20/12	M-F 4-5p Ellen	CM	M-F 4p-5p M-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1		\$175.00			0.00			
E 8	WTLV	08/19/12	08/19/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p -----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1		\$300.00			0.00			
E 9	WTLV	08/16/12	08/16/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p ---T---	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	---T---		1		\$1,200.00			0.00			
E 10	WTLV	08/19/12	08/19/12	Sun 1130p-12x Sun 1130p-12am	CM	Sun 1130p-12a -----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1		\$175.00			0.00			
												Totals	10	\$2,830.00



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
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I, Jeff Scattergood,

being/on behalf of: Bill Nelson paid for by DSCC, a legally

qualified candidate of the Democratic political

party for the office of: United States Senate

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>	
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Bill Nelson for Senate / DSCC

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

PEGGY GAGNON

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

\_\_\_\_\_  
Date

Shelli Hett  
Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title



## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Bill Nelson for Senate / DSCC  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



\_\_\_\_\_  
signature of candidate or authorized committee

Jeff Scattergood

\_\_\_\_\_  
printed name

\_\_\_\_\_  
date